

2022 AFL-CIO CONVENTION LOGO



LOGO COLOR SPECIFICATIONS

BLUE STONE

PMS: 5473C / 2238U
HEX: #115E67
RGB: 17, 94, 103
CMYK: 90, 48, 50, 23

MUSTARD

PMS: 121C / 114U
HEX: #FFD757
RGB: 255, 215, 87
CMYK: 0, 14, 77, 0

TANGERINE

PMS: 137C
HEX: #FFA400
RGB: 255, 164, 0
CMYK: 0, 42, 100, 0

ORANGE

PMS: 2026C / 2026U
HEX: #F4633A
RGB: 244, 99, 58
CMYK: 0, 76, 84, 0

LEAF

PMS: 7489C
HEX: #71A850
RGB: 113, 168, 80
CMYK: 62, 14, 91, 1

POLITICAL RED

PMS: 193C
HEX: #C40D3C
RGB: 196, 13, 60
CMYK: 16, 100, 76, 5

PITCON

PMS: 2171C / 2925U
HEX: #4DA2E8
RGB: 77, 162, 232
CMYK: 63, 25, 0, 0

BUILDING THE ————— • Termina Demi, 17pt, Uppercase
MOVEMENT ————— • Termina Black, 35pt, Uppercase
TO MEET THE ————— • Termina Demi, 17pt, Uppercase
MOMENT ————— • Termina Black, 35pt, Uppercase

AFL-CIO ————— • Termina Bold, 7pt, Uppercase
2022 CONVENTION
Philadelphia

COLOR PALETTE FOR 2022 CONVENTION THEMES



FUTURE OF WORK



Primary Colors

PITCON



PMS: 2171C / 2925U
HEX: #4DA2E8
RGB: 77, 162, 232
CMYK: 63, 25, 0, 0

POLITICAL BLUE



PMS: 2171C / 2925U
HEX: #153359
RGB: 21, 51, 89
CMYK: 100, 84, 39, 31

Secondary Colors

Nevada



PMS: 430C / 430U
HEX: #6F7777
RGB: 111, 119, 119
CMYK: 58, 45, 46, 12

ATHENS



PMS: 649C / 649U
HEX: #D4DCDD
RGB: 212, 220, 221
CMYK: 16, 8, 10, 0

MAGENTA



PMS: PANTONE 238C
HEX: #E653BC
RGB: 230, 83, 188
CMYK: 14, 78, 0, 0

YOUNG WORKERS



Primary Colors

ORANGE



PMS: 2026C / 2026U
HEX: #F4633A
RGB: 244, 99, 58
CMYK: 0, 76, 84, 0

TANGERINE



PMS: 137C
HEX: #FFA400
RGB: 255, 164, 0
CMYK: 0, 42, 100, 0

MUSTARD



PMS: 121C / 114U
HEX: #FFD757
RGB: 255, 215, 87
CMYK: 0, 14, 77, 0

Secondary Colors

DEEP OCEAN



PMS: PANTONE 238C
HEX: #323E48
RGB: 50, 62, 72
CMYK: 79, 64, 52, 44

Nevada



PMS: 430C / 430U
HEX: #6F7777
RGB: 111, 119, 119
CMYK: 58, 45, 46, 12

RACIAL EQUITY



Primary Colors

BLUE STONE



PMS: 5473C / 2238U
HEX: #115E67
RGB: 17, 94, 103
CMYK: 90, 48, 50, 23

POLITICAL RED



PMS: 193C
HEX: #C40D3C
RGB: 196, 13, 60
CMYK: 16, 100, 76, 5

MUSTARD



PMS: 121C / 114U
HEX: #FFD757
RGB: 255, 215, 87
CMYK: 0, 14, 77, 0

Secondary Colors

DEEP OCEAN



PMS: PANTONE 238C
HEX: #323E48
RGB: 50, 62, 72
CMYK: 79, 64, 52, 44

MABEL



PMS: 7457C / 7457U
HEX: #CFE5E5
RGB: 207, 229, 229
CMYK: 18, 2, 9, 0

WOMEN



Primary Colors

MUSTARD



PMS: 121C / 114U
HEX: #FFD757
RGB: 255, 215, 87
CMYK: 0, 14, 77, 0

TANGERINE



PMS: 137C
HEX: #FFA400
RGB: 255, 164, 0
CMYK: 0, 42, 100, 0

POLITICAL RED



PMS: 193C
HEX: #C40D3C
RGB: 196, 13, 60
CMYK: 16, 100, 76, 5

Secondary Colors

PITCON



PMS: 2171C / 2925U
HEX: #4DA2E8
RGB: 77, 162, 232
CMYK: 63, 25, 0, 0

MAGENTA



PMS: PANTONE 238C
HEX: #E653BC
RGB: 230, 83, 188
CMYK: 14, 78, 0, 0

LABOR’S RESPONSE
TO CLIMATE CRISIS



Primary Colors

LEAF



PMS: 7489C
HEX: #71A850
RGB: 113, 168, 80
CMYK: 62, 14, 91, 1

MABEL



PMS: 7457C / 7457U
HEX: #CFE5E5
RGB: 207, 229, 229
CMYK: 18, 2, 9, 0

PITCON



PMS: 2171C / 2925U
HEX: #4DA2E8
RGB: 77, 162, 232
CMYK: 63, 25, 0, 0

Secondary Colors

POLITICAL BLUE



PMS: 2171C / 2925U
HEX: #153359
RGB: 21, 51, 89
CMYK: 100, 84, 39, 31

BROWN



PMS: 121C / 114U
HEX: #FFD757
RGB: 255, 215, 87
CMYK: 0, 14, 77, 0